

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

October  
15th



10¢

In This Issue:

After Beauharnois—What? ... The Problem of Money in Politics

**DOMINION**  
EMBOSSED  
*Inlaid*  
**LINOLEUM**



## A New Type of Floor

*Low in Cost . . . . . Old in Charm*

Something new... Something different...  
Something distinctive—yet the effect of floor  
laid with Domino® Embossed Felt looks  
is characterfully old.

How many times have you welcomed floors of sturdy English mantel burners in your own home... Floors of enamel tile with the beauty of these low relief, rich colorings and artistic patterns. Yet how many times has the vision been dispelled by the thought of cost, coldness and care.



To-day the voice may become a cry—Dionisio Embroidered Indian handkerchiefs allow light to filter and play on richly coloured silk work all the beauty and charm you so much admire in European homes. Dionisio Embroidered Indian handkerchiefs are surprisingly moderate in cost. It has the glowing warmth and zest so characteristic of Dionisio Indian handkerchiefs. Naturally the number of Embroidered Indian handkerchiefs with Dionisio, which helps to retain the beauty of beautiful silks for years. Ask your favourite store to show you the extensive patterns in the Dionisio handkerchiefs.

DOMINION OILCLOTH &amp; LINOLEUM COMPANY LIMITED . . MONTREAL

Further studies on Lysine, Serine, and  
Threonine Enzymes from the M.T.  
Treatments with these were compared to  
Threonine Enzymes from the M.T.



**Blaas en vliegenvanger**

Truly, the most *delicious*  
Pork and Beans you ever served

You'll never mistake Clark's Pork and Beans once you taste them!

Beans that have been cooked slowly, for hours and hours in steam-controlled ovens until they are tender and mealy, yet not mushy or broken. Prime pork and luscious tomato, chili or plain sauce added.

They're cooked the way people like them cooked—no wonder they are delicious—no wonder they have outsold all other pork and beans in Canada for more than fifty years!

Our suggestion is to try Clark's Pork and Beans today—they cost but a few cents at any grocer's!

Clark's Foods are made by expert chefs in our satellite, Government-inspected kitchens that are as clean and fresh as your very own.

Let the Clark Kentures help you live quicker and better.



**FREE!** • Your copy of our beautiful "Homes Calendar" is ready 100-100per-30 means suggestions, information, or advice, writing, discussion and need place on the front cover is a wonderfully colorful of the famous Clark baby. Supply and in the original form, filled in, along with our label from any Clark shop. We'll send the "Homes Calendar" will be sent to you ... (FREE)

# CLARK'S PORK and BEANS

W. CLARK LIMITED

Enrollments at MONTREAL, P.Q.; ST. JOHN, P.Q.; and HARRISBURG, Pa.  
A Question Form Studied 1957

W. CLARK, Limited  
P.O. Box 264, MONTREAL

I am enclosing a label from a Clark notebook.

Please send me a copy of the *Hooters Calendar*.

Name \_\_\_\_\_

**Address:**

Published by  
Springer Science+Business Media  
2004, p. 191, 192  
Book review











# Have British

By LIEUT.-COL.

U.S. dominance of the Canadian motion picture field, says Col. Drew, "cannot be solved by flag-waving programs. If British producers would export only first-rate pictures they would be assured of a ready market."



Robert Aspin and Ewen Gordon are two of British subsidiaries' best known stars.

IN 1953 a great deal of enthusiastic newspaper publicity was given to the fact that Canadian film companies control of Famous Players Canadian Corporation Ltd. (Famous Players) in Canada. It was at this time that the company announced its intention to acquire the assets of the Canadian motion picture industry in Canada, including the assets of the Canadian motion picture industry in Canada, including the assets of the Canadian motion picture industry in Canada.

Content of the company was being issued to Canada. The company had been formed in Canada, and its purpose was to acquire the assets of the Canadian motion picture industry in Canada, including the assets of the Canadian motion picture industry in Canada.

It was in the general interest of the Canadian motion picture industry to acquire the assets of the Canadian motion picture industry in Canada, including the assets of the Canadian motion picture industry in Canada. The company was formed in Canada, and its purpose was to acquire the assets of the Canadian motion picture industry in Canada.

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control the distribution and exhibition of moving picture films in Canada. There is, however, a substantial market for Canadian motion pictures in the United States, and it is not unlikely that the Canadian motion picture industry will be able to compete successfully in the United States market.

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Such a monopoly is not necessarily harmful. There is much to be said for the fact that the Canadian motion picture industry is not a monopoly, and it is not unlikely that the Canadian motion picture industry will be able to compete successfully in the United States market.

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# Films a Chance?

GEORGE A. DREW

There is a definite attempt to divert British attention by exhibiting them in unsuitable theaters and by distributing undesirable print material.

Good British Pictures Are Scarce

THEY would seem to reveal a situation which is the result of a combination of factors. There is an attempt to divert British attention by exhibiting them in unsuitable theaters and by distributing undesirable print material. There is a definite attempt to divert British attention by exhibiting them in unsuitable theaters and by distributing undesirable print material.

It is not unlikely that the Canadian motion picture industry will be able to compete successfully in the United States market. The company was formed in Canada, and its purpose was to acquire the assets of the Canadian motion picture industry in Canada.



At left: Margaret Rutherford as Queen Elizabeth in *The Crown Jewels*, a production of the British Film Institute.



At right: George Aspin in *The Crown Jewels*, a production of the British Film Institute.

As an answer to the first, it is known that there are not many good British pictures to supply the Canadian market which is so large. It is not unlikely that the Canadian motion picture industry will be able to compete successfully in the United States market. The company was formed in Canada, and its purpose was to acquire the assets of the Canadian motion picture industry in Canada.



















## U.S. Talks Peace But Does Little

American senior changes his country with dilatory tactics in promoting world's welfare

RAYMOND A. FOSBERG

THAT the United States, while professing to be for peace, is in fact a world power, is a fact which is becoming increasingly apparent to the world.

The United States has a fleet of 500,000 men, 100,000 ships, and a fleet of 1,000,000 tons. Today the United States has 1,000,000 men, 100,000 ships, and a fleet of 1,000,000 tons. Today the United States has 1,000,000 men, 100,000 ships, and a fleet of 1,000,000 tons.

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## PROF. DR. EMIL PRONZ

Chief physician in the League and on the Imperial Family of Austria. He has treated the Kaiser in the Kaiser's Palace in Vienna.



The Physician to the late  
EMPEROR FRANCIS JOSEPH  
of Austria says—

"I know  
no better way to keep  
internally Clean"

Just think what this means . . . this emphatic statement by one of Europe's most eminent physicians. Think, for a moment, what it means to you.

What Dr. Pronz is referring to is a simple compound called . . . which has no odor, no taste, no color, and is so easy to use that it can be used by anyone.

It is so easy to use that it can be used by anyone. It is so easy to use that it can be used by anyone.

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It is so easy to use that it can be used by anyone. It is so easy to use that it can be used by anyone.

You get real benefit only from fresh yeast - Fleischmann's Yeast is fresh - Be sure that's the kind you get!





## Gold Shipments Lack Romance

A Highly Efficient System for Transferring the Precious Metal Has Been Evolved

by FALMER BARNES

WITH gold shipments growing at an impressive rate in the wake of the gold devaluation, the gold industry is now faced with a problem that has not been encountered in the past. The gold industry is now faced with a problem that has not been encountered in the past. The gold industry is now faced with a problem that has not been encountered in the past.

The New York bank which imports gold for the economy is largely a matter of... The New York bank which imports gold for the economy is largely a matter of... The New York bank which imports gold for the economy is largely a matter of...

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Maclean's Magazine, October 15, 1981

## Literature on the Upgrade

Fewer English Author Think There is Plenty of Literary Material in Canada

by M. FREEDLAND

The English Canadian literary scene is... The English Canadian literary scene is... The English Canadian literary scene is...

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Maclean's Magazine, October 15, 1981

## SUDS-TEST shows why Chipso washes your clothes with...

...not Chemicals

Now from an actual photograph—you can see the amazing difference in soap! A side-by-side comparison reveals to you, for the first time, the amazing power of five leading household soaps.

Here before your eyes is the explanation of Chipso's speedy cleansing. You can see why Chipso can wash as quickly as a "terrazzo" soap... and more safely. Chipso gives more suds. Millions of tiny soapfilm beads reach into your clothes, surround the dirt—**it's out!**—safely. Your hands stay nice... colors stay fresh. A soap that roughens your hands when you

use it for dishes, is too strong for your clothes. It weakens them—washes them out before their time. Chipso washes with rich suds—it cannot hurt your skin.

Chipso gives more suds than ever! A new sudsing process has actually put a new meaning to extra suds in Chipso. Rich, doubling, active suds! Goodbye to weakened clothes. Goodbye to rough, red hands. Chipso's extra suds lift out even ground-in dirt—quickly, safely.

Put Chipso on your grocery list and learn the quick safe-way to wash clothes and dishes.



**An Interesting Test**

You can have speedy cleansing without "terrazzo" soap. Chipso washes with soft and sudsy suds! A very soap process has given Chipso an amount of extra suds. There's no delay, even quickly, safely—everything from grey hair to respect to poor black hair.

In this remarkable test the same weight of Chipso and four other leading bar and package house hold soaps were compared for sudsing ability in a mild testing medium under exactly the same conditions. See the Chipso test!

IMPORTANT—Chlorine bleach completely is like more soap. Chipso's new soap film bubbles for quick sudsing with any soap you know—no matter what its name.

MADE IN CANADA



## MACLEAN'S SNAPSHOT ALBUM



**You can  
fool yourself but  
you can't fool  
BAD  
BREATH**

**What's the good of gargling if bad breath still stays bad?**

We've made a breath taking discovery  
for taking bad breath away

**3 out of 4 gargling unpleasantly while bad breath (halitosis\*) continues to offend**

**T**HREE people at four add water to their mouth with. They don't know that most swimmers lose preexisting pain unless used full strength. That's why every day finding yourself in trouble isn't surprising.

If you want to check bad habits due to improper mouth conditions you must always get the girls this case is—especially those points in swimming that cause the most trouble. Remember, your mouth is your best friend.

So now you may head the plea of your medical and dental societies to keep a distance, never beyond a punch. And remember it is through your friends that you can do most harm. Immediately after using Paperless Accounting, 95% of your old friends and new are dropped. Two hours later, the number of party is still reduced by 33%. For greater safety use Paperless Accounting every minute and every day.

Do reduce under-arm perspiration and odors. For any thing as simple as a safe, effective antiperspirant is required.

Again we say: Give living good to yours. They're laughing at you long enough. Try safe. Buy an antiperspirant that really kills germs even when rinsed with water. Pyridon. Antiperspirant diluted from safe and not trouble—just go \$1 worth for \$1. Remember: You can feel proud (if you can't feel the germ).

**A new formula**

Now there is a new and revolutionary sunscreen. Unlike any other on the market, One Step milky sticks last twice as long as other sunscreens. One Step milky sticks last twice as long as other sunscreens. One Step milky sticks last twice as long as other sunscreens.

But **Populorum Aquaticus** mixed with water in any volume of water still kills pests in less than 20 seconds. This means every 40 bottle does what 5 bottles of other aquatics do. Gives 3 times as fast. Actually costs just 1/10. And that's real money to you people.

**Save 90 different uses**

The right tool works, use that one, more powerful, use again. Use it as a potent weapon against head colds, flu, and much more. Use it for the things that don't

<b>Weak Irritation</b>	<b>Mouth Irritation</b>
<b>Chest Discomfort</b>	<b>Cuts in Feet</b>
<b>Fatigue</b>	<b>Nausea, Chills</b>
<b>Red Breath</b>	<b>Stomach</b>
<b>Cold Sores</b>	<b>Artificial Teeth</b>
<b>Canker Sores</b>	<b>Mouth Cuts</b>
<b>Stomach-Draining</b>	<b>Warm Headaches</b>
<b>Warm Sores</b>	<b>Blister</b>
<b>Abdominal Pain</b>	<b>Throat Irry, Sore</b>
<b>Stomach Irritation</b>	<b>Loose Stools</b>
<b>Yellowing of Skin</b>	<b>Weak, Aching Feet</b>

**\*Maltose** → a disaccharide composed of the units

## Pepsodent Antiseptic

















**NOW \$2.50!**

A New Edition of "Canada's Fighting Airmen"



























# THREE WAYS OF CLEANING A RUG

MOVIE FRANCHISE	PERCENTAGE OF CLEANING	MOVIE FRANCHISE	PERCENTAGE OF CLEANING
75% OF		75% OF	
10% OF		10% OF	
25% OF		25% OF	



A CLEANER BOY CLEANING HIS RUG

See the movie "The Boy Who Cleaned His Rug" at the local movie house. It's a story of a boy who learned to clean his rug with a Hoover vacuum cleaner.



A CLEANER BOY CLEANING HIS RUG

See the movie "The Boy Who Cleaned His Rug" at the local movie house. It's a story of a boy who learned to clean his rug with a Hoover vacuum cleaner.



HOVER... CLEANING HIS RUG

See the movie "The Boy Who Cleaned His Rug" at the local movie house. It's a story of a boy who learned to clean his rug with a Hoover vacuum cleaner.

## As long as children play on rugs you need the SAFER cleaning of a Hoover

You know that rug, as he tells, must be clean. But you may not realize that there are different degrees of cleanliness, and that one of them is safer than the rest.

There are three degrees of cleanliness: the first is the cleanest, the second is the next cleanest, and the third is the next cleanest. The first is the cleanest, the second is the next cleanest, and the third is the next cleanest.

Because of this, the Hoover vacuum cleaner is the safest and the most effective. The Hoover vacuum cleaner is the safest and the most effective. The Hoover vacuum cleaner is the safest and the most effective.

local Hoover dealer has a Hoover Home Test. The Hoover is only \$45 down; complete with 2500 ft. of vacuum hose and 2500 ft. of vacuum hose. The Hoover vacuum cleaner is the safest and the most effective.



Write to: Hoover Company, Inc., 10000, Chicago, Illinois.



Now only \$35 down—three million Hoovers—see how you can get a Hoover vacuum cleaner for only \$35 down.

See how you can get a Hoover vacuum cleaner for only \$35 down. See how you can get a Hoover vacuum cleaner for only \$35 down.

The HOOVER IT BEATS—AS IT SWEEPS—AS IT CREANS—ON A CUSHION OF AIR

## Books and the Decorative Scheme

Books have beauty of color and form as well as of content, hence their importance as decorative accessories

By F. L. DE N. SCOTT

BOOKS are not only a source of information and entertainment, but they are also a source of decoration. They are a source of decoration because they are a source of decoration. They are a source of decoration because they are a source of decoration.



The book is a decorative accessory as well as a source of information. It is a decorative accessory as well as a source of information.



"No use" books and books which are not used as decorative accessories. They are not used as decorative accessories.

the most common mistake. It is common to find a room with a bookshelf and a rug, but the books are not used as decorative accessories. They are not used as decorative accessories.

It is common to find a room with a bookshelf and a rug, but the books are not used as decorative accessories. They are not used as decorative accessories.













# Presto, Change !

and this Pocket Pen becomes a Tapered Desk Pen

all you need is this  
attachable taper

## GIVEN FREE

with every Parker Duofold Pen  
Purchased before Nov. 16th

Saves you \$5 to \$10

Many people do not know that the Parker Duofold is like two pens for the price of one. Attaching a tapered pen-end converts this Pocket Pen into a Desk Set Pen—removing the taper restores it to a Pocket Pen. Five seconds makes the change.

Thus if you get a Parker Pocket Pen, you become owner of half a modern Desk Set, too. All you need to complete it is a Parker ball-and-socket Desk Base to hold the Pen, at \$3 and upward. You need not buy a special desk pen. Thus Parker Duofold's double-duty feature saves you \$5 to \$10.

Thousands of Parker dealers throughout Canada are now demonstrating this, and giving away pen tapers, so that Parker Pen Buyers can have two pens in one. This gift offer ends Nov. 15.

But until that time, every purchaser of a Parker Duofold Pen will receive a pen taper free, whether he buys a Desk Base or not!

Remember that whenever you want a handsome desk set—now or later—having this Parker pen taper will save your buying a special desk pen costing \$5 to \$10. By insisting on a Parker Duofold instead of accepting some other fountain pen, you will gain 5 other important advantages—see list at the right. You will also become possessor of a pen with the wonderful Duofold point which writes as easily as you breathe—with Pressureless Touch. Also this balanced, streamlined style—Canada's shapeliest—trim and non-bulging in pocket or handbag.

There is a Parker dealer in your neighborhood. Stop in and see demonstration before offer expires.

SPECIAL TO PARKER PEN OWNERS: Dealers will also give you the Taper FREE if you get a Parker Desk Base, so you can convert the pen you have.



See how handsome are these new Parker Desk Sets: a Caracat and other marbles, in Green or White Gray, in Polishing Black Glass or Lustrous Emeralds ornamented in Gold. Some mounted with bronze statuettes of birds and other desk decorations—and with the Parker ball and roller supports—that hold the Pen or Pencil at hand's reach but out of harm's way. Base without Pen, \$1 to \$20.



Take off Pocket Cap—Put on Taper

Take off Taper—Put on Pocket Cap

- 1 Your Parker is both a Pocket Pen and a Desk Pen. Parker's removable taper makes the change in 5 seconds.
- 2 Save buying a special desk pen costing \$5 to \$10—more than enough to get a Desk Base.
- 3 You can always write with your pen—on the go, it's in your pocket; at your desk, it's in its handsome pen stand.
- 4 Your desk pen won't be taken by someone else, because you can pocket it when you leave.
- 5 Give every Parker owner not only a Pocket Pen but also half a Desk Set.



Be Kind  
to your  
Pen . . .  
use  
PARKER  
DUOFOLD  
INK

# Parker Duofold

PEN GUARANTEED FOR LIFE \$5 \$7 \$10

Other Parker Pens, \$2.75 and \$3.50; Pencils to match them all, \$2.50 to \$5.00  
The Parker Fountain Pen Company Limited, Toronto, Canada